

I CLAIM:

1. An interactive video origination system employing a layered architecture, such system enhancing video content through associated computer data, one of said layers including a watermark encoder for in-band watermarking of the video content with said
5 associated computer data.

2. An ATVEF-compliant system according to claim 1.

3. An interactive video consumer system employing a layered architecture, such
10 system providing enhanced consumer experience through computer data associated with video content, one of said layers including a watermark decoder for decoding said computer data from in-band video content.

4. An ATVEF-compliant system according to claim 3.
5